



Community Building and Communications Workgroup

Meeting Notes

TO:
CBC Workgroup

FROM:
Jeff Padden

SUBJECT:
Community Building and
Communications Workgroup Meeting
Notes, November 10, 2008

DATE:
November 17, 2008

Public Policy Research,

Development,

and Evaluation

Items Relevant to Other Workgroups

None discussed specifically. Discussion of the workgroups' roles in the development and content of the MSHDA Web site, and internal communications in general, would be of interest to all workgroups.

Attendees

Erin Skene-Pratt (Chair)
Judy Crockett
Jerrie Lynn Gibbs
Connie Hackney
Mike Harris
Gary Heidel

Kimberlee Reinking
Bill Reid
Kathy Swantek
Jeff Padden, PPA
Joe Quick, PPA

Jeffrey D. Padden

President

Discussion Items

Introductions and Review of Agenda and Advance Materials

Jeff welcomed workgroup members to the conference call; members identified and introduced themselves. Erin Skene-Pratt was introduced as the new Community Building and Communications workgroup chair. Erin replaces Lynn Hendges, who left the campaign for a position at Michigan State University. Jeff walked through all materials (including the meeting agenda) distributed via e-mail prior to the meeting, and stated that the main goal of this meeting was to finish the workgroup's Action Plan.

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Approval of October 15, 2008 Meeting Summary

Jeff asked members to quickly review the October 15 Meeting Summary. Kathy Swantek made a **motion** to accept, Judy Crockett **supported**, and the Meeting Summary was **approved as presented and accepted unanimously**.

Review of Assessments

Jeff reviewed the analysis of the Session Feedback Form response from the October 15, 2008 workgroup session at the Kellogg Center, and was pleased with the response. He reported that, based on the overall response in favor of face-to-face interaction among workgroup members, Sally Harrison at MSHDA is working on the opportunity for workgroups to meet in person more than once a year.

Report of the Action 1.1 Task Group

As leader of the Action 1.1 task group, Erin reported on the task group meeting of October 22, 2008. Erin reviewed the action items/tasks posed to the 1.1 task group and explained that some internal deadlines had also been created—both to compile a list of relevant organizations and to select questions for a Web-based, key stakeholder Survey Monkey instrument. The purpose of this survey is to inventory organizations across the state and their statewide communication plans. Erin asked that Jeff send these questions to task group members for review.

The October 22, 2008 Task Group Meeting Summary was presented. Erin asked the workgroup to review the list of “Relevant Organizations to Survey” contained in the Summary, and make further suggestions. Mike suggested adding ministerial associations. Discussion followed regarding former attempts to contact such associations, who would be best to contact, etc. Gary suggested the statewide NAACP; Mike suggested contacting religious denomination headquarters throughout Michigan; Bill suggested 76 community collaboratives that have e-mail lists (contact: Mary Ludtke). Gary suggested contacting Greg Roberts in the Governor’s office with regard to faith-based organizations, local municipalities through the Michigan Municipal League (MML), Michigan Association of Counties, Michigan Townships Association, and Urban Core Mayors (administered by Rex Lamore at MSU). An invitation to someone from the MML to join the group was discussed. Jeff also agreed to check with the Michigan Prisoner ReEntry Initiative about contact info of faith-based groups.

Jerrie Lynn and Erin are dividing and conquering MSHDA’s lists to compile contacts. Jerrie Lynn has been working from MSHDA’s supportive housing division contact list. All workgroup members were asked to send e-mail lists or contact information for people in their networks to either Jerrie Lynn or Erin. When asked by Jeff about the total number of responses the task group expected to receive from the survey, it was discussed that they were hoping to concentrate less on volume and more on representation from a wide variety of groups through surveying executive directors or communications directors. It was decided that the survey cover letter would be addressed to executive directors of these organizations, with a request to forward the survey to the appropriate person within their organization.

The survey is to be sent to potential respondents by December 1 and will close on December 8. The task group suggested that this schedule would allow time to organize Survey Monkey data so that it could be delivered by e-mail to the rest of the group by December 15, in time for the

December 17 Departmental Resource Team (DRT) meeting. Jeff will send the survey questions to the task group for content review, but comments should be directed to Erin.

Report of the Action 1.2 Task Group

Judy Crockett, leader of the Action 1.2 task group, has contacted task group members to set up a meeting for further discussion regarding their task.

Further Modification of the Action Plan

Erin asked Jeff to lead the discussion of the Action Plan due to her remote location. He recapped last meeting's progress and outlined what was still to be accomplished. Jeff explained that Pace and Partners was on board with MSHDA as the agency's communications firm and that Web site development and the CBC workgroup's involvement would be discussed at a meeting with MSHDA, Pace and Partners, and Public Policy Associates.

Action 1.3 was described as a deliverable to the DRT of the results of Actions 1.1 and 1.2. Because Erin represents the CBC workgroup to the DRT, this task was assigned to her. An Action 1.3.3 was added during this meeting regarding ongoing communication to the DRT. A discussion of timelines took place with respect to accomplishing these tasks. Judy mentioned that the development of the Web site and its timeline may affect the actions in the Action Plan. Judy, Jeff, and Erin agreed that Action 1.2 would be completed by February 28, 2009 and presented at the March 18 DRT meeting (Action 1.3). See the revised Action Plan v.3 for specific additions and modifications.

Actions 2.1 and 2.2 were expanded to include subtasks and the importance of the Website and a monthly newsletter to facilitate internal communications was discussed. Several members discussed the monthly newsletter as a way to cut down on frequent and burdensome e-mails. Additionally, the newsletter would drive more traffic to the Web site, where documents would be stored that report each workgroup's progress and help to identify synergies, redundancies, and gaps. Information would include updates from regional councils, the campaign's strategies, and summaries of workgroup meetings. Gary suggested that this task group contain a MSHDA representative from Sally's office that might liaison with Pace and Partners; Jeff suggested the task group also contain someone outside of MSHDA. Mike agreed to lead this task group with Connie's help as a MSHDA representative. Judy Kell was suggested as another member who could make a significant contribution to the task group. Other members will be solicited for this task. The task group will serve to further define and to carry out Actions 2.1 and 2.2. Jeff reminded this task group that PPA is available to help with this Action. Because the Actions of Strategy 2 are decidedly independent of those in Strategy 1, this work will begin shortly. A deadline of January 15, 2009 was set for this Action.

Strategy 3 was defined and discussed with regard to providing and sharing documents and providing support among the campaign's regions. The meaning of "benchmark reports" was questioned. Bill suggested that the intent was to use State of Michigan benchmark reports and other state-level reports as informative documents that could be reduced to local level information and used to build public and political support. Such information as comparisons of the costs of dealing with homelessness throughout Michigan as opposed to providing supportive housing would be useful to this Action/Goal. Judy suggested that inspiring local communities by

providing examples of what other communities have done (i.e., the Denver study) would be important in building support.

Information generated and shared in this strategy should flow through State representatives to regional councils and then be passed on by the regions to their Continuums of Care. This strategy addresses not only resources, but also strengthens awareness of the campaign structure and the actions of its workgroups. When prompted by Jeff to explain how well regional representatives are communicating with regional councils and local groups, Kathy responded that regional representatives are charged with taking information from meetings to the CoCs. She intimated, however, that there is often not enough time to do so and that communication is not always flowing well or regularly. Regional links on the Web site may improve and increase the flow of communication. Other discussion regarding communication among the campaigns regions on down to the CoCs followed. Much of the workgroup was optimistic that the regional councils are starting to understand their roles (CoCs report to the regional councils and regional representatives report to them on CoC agenda items). Connie stressed that key factors are whether the local and regional groups feel they are visible and that people have confidence that they are supported by the state level. In her absence, Beverley was nominated by Connie, with support from Kathy, to take a leadership role in this strategy for her Corporation for Supportive Housing (CSH) connections. CSH has been conducting advocacy training. Connie will contact Beverley regarding this leadership role (Beverley has since accepted), and more volunteers will be solicited for this task group. A deadline of June 30, 2009 was set for Action 3.1.

Tasks Completed

None.

Tasks Assigned

- Jeff Padden will send the Charter to new members.
- Jeff will send Action 1.1 survey questions to task group members for feedback.
- Jeff will contact Greg Roberts at the Governor's office and with MPRI about contact information for faith-based groups.
- Jerrie Lynn and Erin will continue working on the contact list.
- The full workgroup will suggest other organizations that should be included/sent a survey, and send contact information to Jerrie Lynn and Erin.
- The Action 1.1 task group will look over survey questions after Jeff sends them for final approval before the survey launch on December 1.
- Connie will contact Beverley to inform her of her leadership role in Strategy 3 tasks. Gary and as yet unnamed others will join her task group.
- Judy Crockett will schedule a meeting with the Action 1.2 task group to get started.
- All members (especially those not already part of a subtask group) will consider joining Strategy 2 and 3 task groups.
- PPA will schedule a meeting with Pace and Partners.
- Jeff will update the Action Plan based on the discussion, add outcomes, and propose a complete draft of the Action Plan to the workgroup for review.

Next Meeting

Tuesday, December 2, 2008, 1:00 p.m. to 3:00 p.m.

Meetings to Follow:

Thursday, January 8, 2008, 10:00 a.m. to noon

Regular Meetings:

Second Thursday of every month, 10:00 a.m. to noon

Session Evaluation and Closing

Jeff stressed how helpful session feedback forms are to PPA and asked for greater participation in filling them out and returning them to PPA by e-mail or fax.